

RICH COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	2,069	2,062	2,121	2.9%	27
Total Non-Ag Employment	673	652	719	10.3%	27
Non-Ag Avg Monthly Wage	\$1,452	\$1,588	\$1,719	8.2%	29
Per Capita Income	\$24,830	\$27,353	\$28,281	3.4%	9
Unemployment Rate	3.4%	3.0%	2.3%	-23.3%	29
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$15.7	\$22.2	\$12.1	-45.5%	26
Travel & Tourism Related Employment	309	422	231	-45.3%	25
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$523.9	\$751.6	\$412.2	-45.2%	26
Transient Room Tax	\$52.5	\$80.1	\$50.0	-37.6%	26
Restaurant Tax	-\$61.6	\$0.00*	\$29.4	N/A	24
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$18.5	\$21.5	\$24.3	13.0%	27
REGIONAL VISITATION COUNTS					
SR-89 UT/ID Traffic Count	907,025	748,250	618,675	-17.3%	
Bear Lake	45,228	105,849	232,825	120.0%	

* In 2005 Rich County had to return restaurant tax revenue due to monies incorrectly received from other counties in previous years

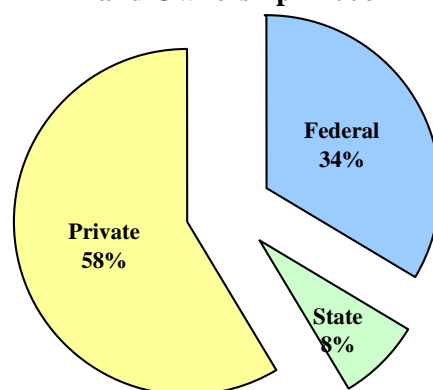
Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	658,052	100.0%
Federal Government	221,747	33.7%
BLM	171,587	26.1%
US Forest Service	50,160	7.6%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	50,964	7.7%
Utah State Parks & Recreation	706	0.1%
Utah State Wildlife Reserves	2,437	0.4%
State Trust Lands	47,821	7.3%
Other ••	--	--
American Indian	--	--
Private*	386,808	58.8%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Rich County Tourism Profile

